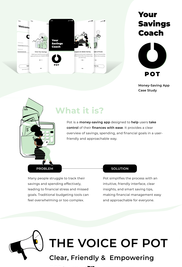


Your Savings Coach

POT

Money Saving App
Case Study

What is?

Pot is a **money-saving app** designed to **help** users **take control** of their **finances with ease**. It provides a clear overview of savings, spending, and financial goals in a user-friendly and approachable way.

PROBLEM

Many people struggle to track their savings and spending effectively, leading to missed goals and unmet budgets. Traditional budgeting tools can feel overwhelming or too complex.

SOLUTION

Pot simplifies finances with an intuitive, friendly interface, clear visuals, and easy goal setting, making financial management easy and approachable for everyone.

THE VOICE OF POT

Clear, Friendly & Empowering

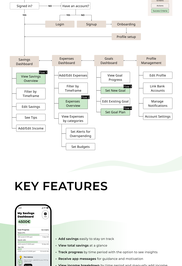
POT is the...

- Encouraging Coach
- Supportive Friend
- No Nonsense Money Manager

Smart advice to help users make better with their savings

- Always on track with personalized insights to keep users updated at all times.

USER FLOW



KEY FEATURES

- **Add savings** easily in step on track
- **View total savings** at a glance
- **Track progress** with the option to see insights
- **Receive app messages** for guidance and motivation
- **View income breakdown** by time period and manually add income

- **Add expenses** quickly and easily
- **Track spending** by category and time
- **See total expenses** at a glance

- **Track all expenses in detail** (amount, date)
- **Filter, search, and sort** for precise and efficient tracking
- **View expenses by time period** for better analysis
- **Receive app insights** to stay updated on spending habits
- **Set a budget** to manage expenses within the category
- **Edit category settings** (change color, delete, modify details)

WIREFRAMES

Welcome back
Welcome back
Welcome back